

CLAIMS

In the claims:

1. An information distribution system, comprising:
a request subsystem, said request subsystem including a request and a search term, wherein said request subsystem provides for receiving said request, and wherein said request includes said search term;
a response subsystem, said response subsystem including a response, a position adjustment factor, and a plurality of listings, wherein said response subsystem generates said response from said request, wherein said response includes said plurality of listings, wherein said plurality of listings includes an affiliated listing, wherein said affiliated listing is affiliated with said position adjustment factor, and wherein the positioning of said affiliated listing is influenced by said position adjustment factor.
2. The system of claim 1, wherein said search term includes at least one of: (a) a category attribute; and (b) a geography attribute.
3. The system of claim 1, further comprising a predefined list, wherein said search term is a selection made by a user from said predefined list.
4. The system of claim 1, further comprising a plurality of fee types, wherein said plurality of listings are associated with more than one said fee type.
5. The system of claim 1, further comprising a plurality of groups and a plurality of relationships between said listings and said groups, wherein the position of at least one said listing within said response is influenced by at least one said relationship.
6. The system of claim 1, wherein said position adjustment factor is influenced by said search term.
7. The system of claim 6, wherein said search term influences the magnitude of said position adjustment factor.

8. The system of claim 1, further comprising a plurality of position adjustment factors, wherein said search term is used by said response subsystem to selectively identify at least one said position adjustment factor.
9. The system of claim 1, further comprising a representation of a relationship between an advertiser and an administrative organization, wherein said position adjustment factor is influenced by said relationship.
10. The system of claim 9, further comprising a length of time, wherein said position adjustment factor is influenced by said length of time relating to said relationship.
11. The system of claim 9, further comprising a number of listings, wherein said position adjustment factor is influenced by said number of listings relating to said relationship.
12. The system of claim 9, further comprising a lifetime fee total, wherein said position adjustment factor is influenced by said lifetime fee total relating to said relationship.
13. The system of claim 9, further comprising a non-lifetime fee total, wherein said position adjustment factor is influenced by said non-lifetime fee total relating to said relationship.
14. The system of claim 1, further comprising a bid amount, wherein said position adjustment factor is not influenced by said bid amount.
15. The system of claim 1, wherein said position adjustment factor is not influenced by a monetary value.
16. The system of claim 1, wherein said position adjustment factor is influenced by a time of year.

17. The system of claim 1, further comprising a plurality of groups, wherein each said listing is associated with at least one said group, wherein said affiliated listing is associated with at least one said group, and wherein only the positioning of said listings associated with said group or groups associated with said affiliated listing are impacted by said position adjustment factor.

18. The system of claim 1, further comprising a fixed fee value, wherein at least one of said listings is associated with said fixed fee value.

19. The system of claim 18, wherein said affiliated listing is associated with said fixed fee value.

20. The system of claim 1, further comprising an enhanced display fee value, wherein at least one of said listings is associated with said enhanced display fee value.

21. The system of claim 20, wherein said affiliated listing is not associated with said enhanced display fee value.

22. The system of claim 1, further comprising a plurality of per-hit fee values, wherein at least one of said listings is associated with at least one of said per-hit fee values.

23. The system of claim 22, wherein said affiliated listing is associated with at least one of said per-hit fee values.

24. The system of claim 22, wherein each said listing is associated with at least one of said per-hit fee values.

25. The system of claim 24, wherein said plurality of listings are not ordered in accordance with said per-hit fee values.

26. The system of claim 1, further comprising a plurality of priority metrics, wherein each said listing is associated with at least one priority metric, wherein said

listings are ordered in accordance with said at least one priority metric, and wherein said priority metric for said affiliated listing is influenced by said position adjustment factor.

27. The system of claim 26, further comprising an enhanced display fee value, wherein no said at least one priority metric for said listing is influenced by said enhanced display fee value.

28. The system of claim 26, further comprising a per-hit fee value and a fixed fee value, wherein said at least one priority metric is influenced by said per-hit fee value, and wherein said at least one priority metric is influenced by said fixed fee value.

29. The system of claim 26, further comprising a category factor, wherein said at least one priority metric is influenced by said category factor.

30. The system of claim 26, further comprising a geography factor, wherein said at least one priority metric is influenced by said geography factor.

31. The system of claim 1, further comprising a plurality of priority metrics and a plurality of groups, wherein each said listing is associated with at least one priority metric and one group, wherein said at least one priority metric for said affiliated listing is influenced by said position adjustment factor.

32. The system of claim 31, wherein said at least one priority metric is influenced by said search term.

33. The system of claim 31, wherein said at least one group is influenced by said search term.

34. The system of claim 31, further comprising a subset of listings, wherein said subset of listings share an association with a common one of said groups and are ordered in accordance to the priority metrics corresponding to said listings in said subset.

35. The system of claim 31, further comprising a catkey, wherein said request includes said catkey, wherein said at least one priority metric is influenced by said catkey.

36. The system of claim 35, said plurality of listings including a first listing and a second listing, said plurality of said priority metrics including a first priority metric and a second priority metric, wherein said first listing is associated with said first priority metric, wherein said second listing is associated with said second priority metric, wherein said first priority metric is of greater value than said second priority metric, and wherein said second listing is given less favorable placement than said first listing.

37. The system of claim 1, further comprising a per-hit fee, wherein at least one listing in said response is associated with said per-hit fee.

38. The system of claim 37, further comprising a variable per-hit fee, wherein said per-hit fee is said variable per-hit fee.

39. The system of claim 38, further comprising a number of hits and a period of time in which to measure said number of hits, wherein said number of hits and said period of time influence said variable per-hit fee.

40. The system of claim 1, further comprising a plurality of per-hit fee types.

41. The system of claim 40, wherein said plurality of listings includes a first listing, wherein said first listing is associated with more than one said per-hit fee type.

42. The system of claim 1, further comprising a catkey, wherein said request includes said catkey.

43. The system of claim 42, further comprising a category selection, wherein said request also includes said category selection.

44. An information distribution system, comprising:
- a database structure including a plurality of listings, a plurality of listing attributes, and a position adjustment factor, wherein each listing is associated with at least one listing attribute, and wherein at least one said listing is associated with said position adjustment factor;
 - a server configured to receive a request, said request including a search attribute;
 - a software application providing for
 - comparing said search attribute with said listing attributes associated with said listings,
 - selectively identifying a subset of listings to be included in a response,
 - and
 - ordering said subset of identified listings, wherein the ordering of said subset of listings is influenced by said position adjustment factor.
45. The system of claim 44, wherein said position adjustment factor does not relate to a listing-based attribute.
46. The system of claim 44, further comprising an advertiser profile, wherein said position adjustment factor relates to said advertiser profile.
47. The system of claim 44, wherein said position adjustment factor is influenced by said search attribute.
48. The system of claim 44, wherein said position adjustment factor is derived from at least one of: a seniority; an aggregate monetary value; a number of listings; and an advertiser profile.
49. The system of claim 44, further comprising an administrator subsystem, wherein said administrator subsystem provides for setting said position adjustment factor.
50. The system of claim 49, further comprising a plurality of administrative rules and a record of advertiser attributes, wherein said administrator subsystem

automatically sets said position adjustment factor in accordance with said administrative rules and by accessing said advertiser attributes.

51. The system of claim 49, wherein said administrator subsystem provides for modifying said administrative rules.

52. The system of claim 49, wherein said administrative rules include at least one of: a category hierarchy and a geography hierarchy.

53. The system of claim 44, wherein said position adjustment factor is not influenced by a monetary value.

54. The system of claim 44, wherein said position adjustment factor is not solely influenced by a monetary value.

55. The system of claim 44, wherein said position adjustment factor is not influenced by a per-hit fee, and wherein said position adjustment factor is not influenced by an enhanced display fee.

56. A method for transmitting information in the form of a response to a request, comprising:

calculating a position adjustment factor for a listing to be included in the response; and

using the position adjustment factor to influence the position of the listing associated with the position adjustment factor, wherein said position adjustment factor influenced by a per-hit fee associated the with listing.

57. The method of claim 56, wherein calculating the position adjustment factor includes accessing an advertiser account record.

58. The method of claim 56, wherein the listings included in the response are not ordered in accordance to a bid amount associated with each listing.

59. The method of claim 56, wherein calculating the position adjustment factor is influenced by a entity-based characteristic.

60. The method of claim 59, wherein the entity-based characteristic is at least one of: (a) an annual advertising budget; (b) a market capitalization value; (c) a subjective determination by an administrator.

61. The method of claim 56, wherein the position adjustment factor is calculated without human intervention.